

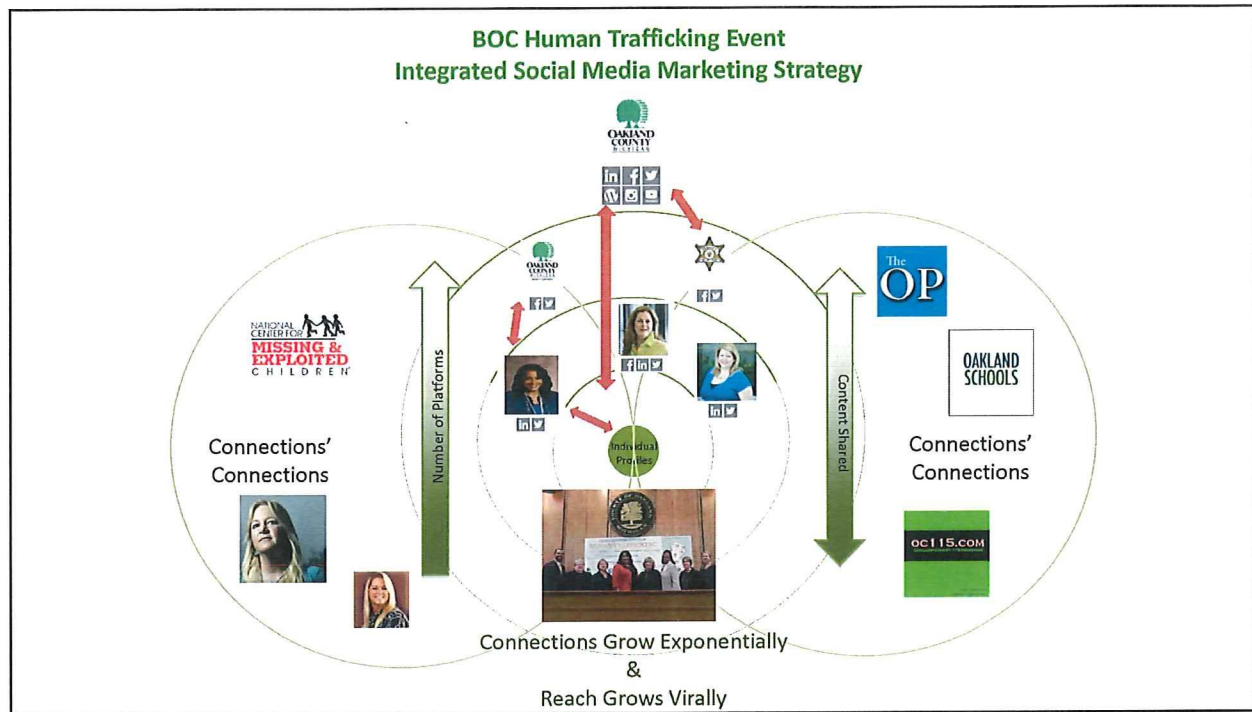
BOC Case Studies

Human Trafficking Awareness Event
Lock It Up Oakland

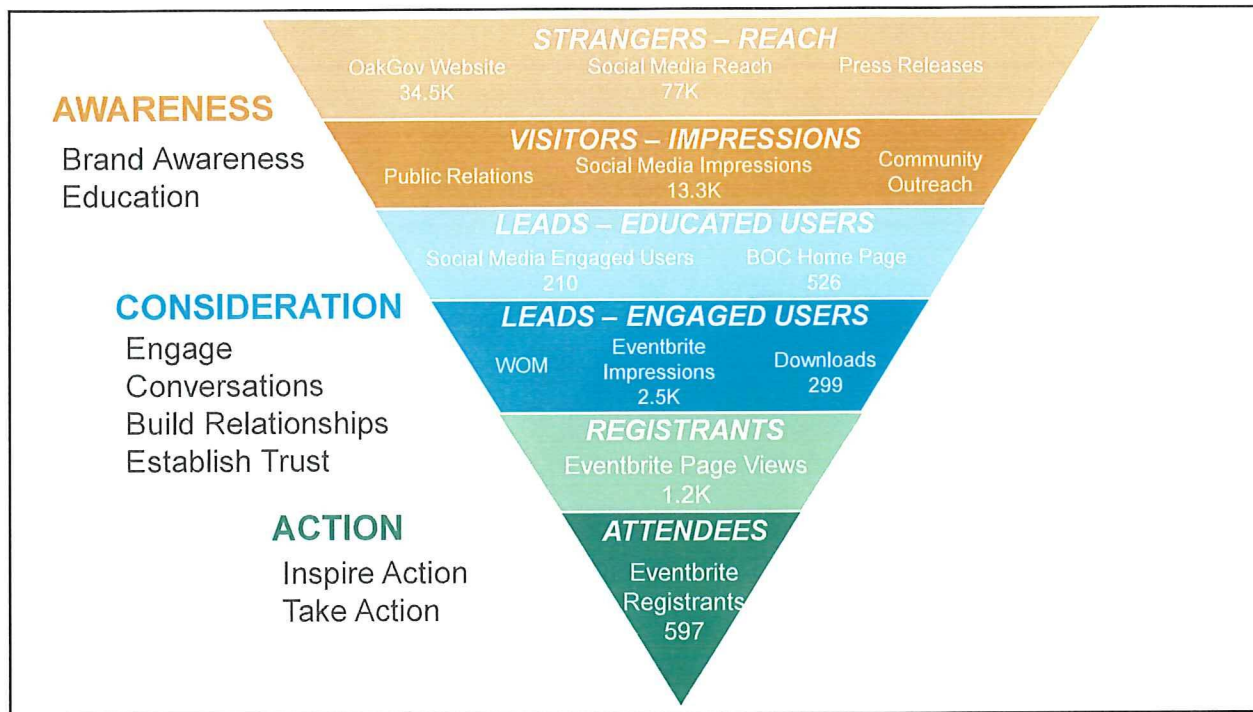


Initial Request for Digital Promotion

- Oakland County Board of Commissioners sent in request to Digital Editorial Team: "Help to promote Human Trafficking Awareness Event"
- Questionnaire Results
 - Goal- 600 Event Attendees
 - Target Audience, Assets Available, Timeline
- Strategy Creation
 - How does it fit in the overall Oakland County Social Media strategy?
 - Platform, Connection, Content & Engagement Strategies



Social Media Platform	Followers	Number of Posts	Impressions	Engagement	Link Clicks
Oakland County Facebook Page	1,540	3	2,003	90	15
Posts on Other Facebook Pages	51,983	12	n/a	n/a	n/a
Twitter	6,392	19	7,225	76	20
ReTweets from Other Accounts	13,239	7	n/a	n/a	n/a
LinkedIn	3,138	3	4,056	33	7
Instagram	686	1	n/a	11	n/a
Pinterest	167	2	n/a	0	n/a
TOTALS	77,145	47	13,284	210	42

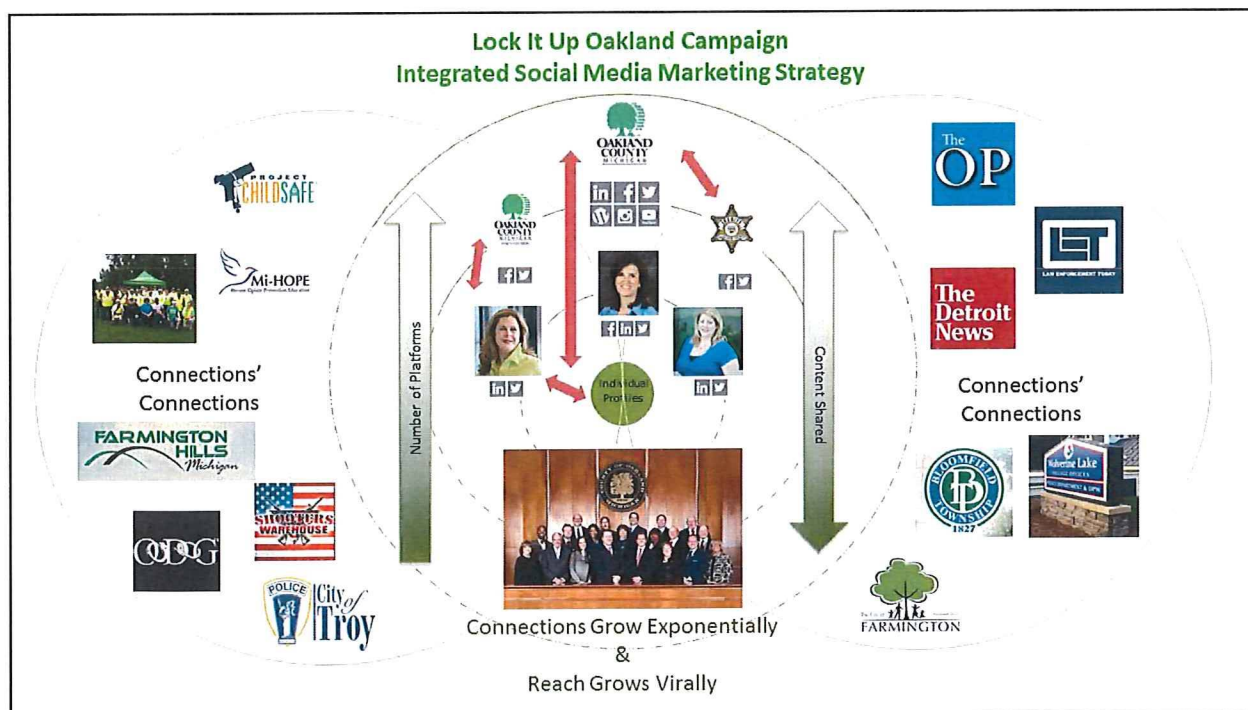


BOC Human Trafficking Campaign Results

- **Sold Out- 650 people attended!**
 - Goal was 600
- Continued conversation on social media year round
- BOC Human Trafficking Event committee expanded to become an official Task Force in 2017

Lock It Up Oakland

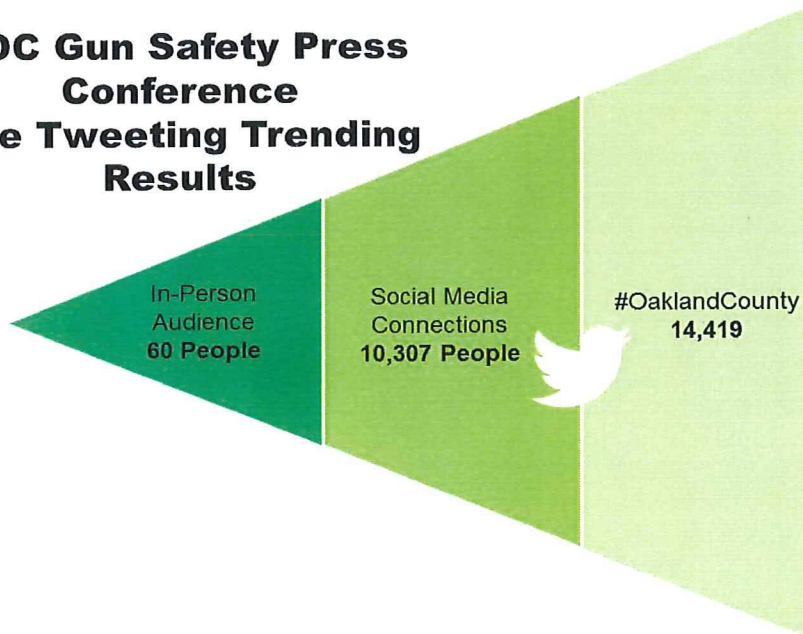
- **A cross-channel mix of social media** was implemented to build awareness for the Board of Commissioners Gun Safety Awareness events and the new website LockItUpOakland.com as well as to promote the Press Conference, Gun Lock Giveaway and Gun Safe Coupons.
- Over the entire campaign, a total of **85 posts** were created and published through Oakland County's social media channels along with partner channels that include: Facebook, Twitter, LinkedIn, Pinterest, YouTube and Blog.



Social Media Results

Platform	Posts	Reach	Impressions	Engagement	Clicks
Facebook	6	6797	10848	47	41
Twitter	40	10,307	26922	291	50
LinkedIn	3	4,433	6,989	37	45
Pinterest	4	293	889	0	3
YouTube-Created	4	149	N/A	13	N/A
YouTube-PSAs	5	111	N/A	28	N/A
Blog	1	60	N/A	57	N/A
Other Facebook Posts	22	880,164	N/A	2158	N/A
TOTALS	85	902,314	45,648	2631	139

BOC Gun Safety Press Conference Live Tweeting Trending Results



Lock It Up Oakland

- Over **10,000 free gun locks** to the participants since 2014
- **Webpages** received 782,001 page views with 612,701 unique views
- 85 **social media** posts reached 902,314 people, made 45,648 impressions, garnered 2,631 engagements and 139 clicks
- Live social media conducted at the Gun Safety press conference **trended on Twitter**:
 - 25 tweets were sent, reaching 24,419 people making 14,419 impressions and gained 246 engagements and 37 clicks

Oakland County

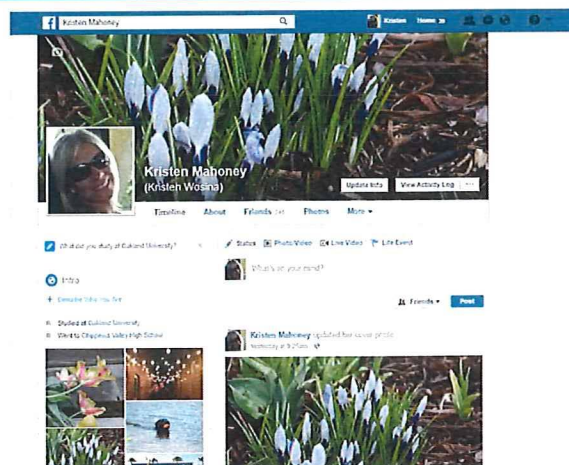
Social Media 101

Social Media Statistics

- According to Pew Research Center:
 - A majority to Americans now get their news via social media.
 - 79% of online adults (68% of all Americans) use Facebook.
 - 32% of internet users (28% of all U.S. adults) use Instagram
 - 24% of internet users (21% of all U.S. adults) use Twitter
 - 29% of internet users (25% of all U.S. adults) use LinkedIn

Facebook: Friends, Family, Business

- Create profiles
- Send messages
- Share photos & videos
- Interact with citizens
- Post things you are doing, like, working on, or just want to share on your wall
- Browse the profiles of others



Facebook: 1.86B Monthly Active Users & 1.15B Daily Mobile Users

Twitter: News & Live Events

- Create profiles
- Send short tweets (140 character messages)
- Share photos & videos
- Interact with citizens
- Tweet things you are doing, like, working on, share events and join ongoing conversations
- Follow others for news
- Fast Paced, Hashtags

Twitter: 317M Monthly Active Users

Irene Spanos
@IreneSpa Follows you
Director of Economic Development & Community Affairs (@AdvantageOak) for #OaklandCounty, Michigan | @MedicalMainSt Leader
Oakland County
advantageoakland.com
Joined March 2011

TWEETS 9,887 FOLLOWING 637 FOLLOWERS 1,469 LIKES 4,507 LISTS 4

Tweets Tweets & replies Media

Irene Spanos Retweeted
Heather Coleman Voss @HeatherEColeman Mar 28
The latest The Innovative Leadership Daily! paper.li/HeatherEColeman... Thanks to @IreneSpa #marketing

Musik for all.
www.spotify.com Can you help build the future of the music industry? Want to get your hands on Spotify and make it even better? Fancy making the deals that get...

Irene Spanos @IreneSpa 2h
Need help finding talent? If you are an #OaklandCounty business we can help! Contact us today oakgov.com/business

LinkedIn: Business & Networking

- Create profiles
- Connect with other business and professionals
- Interact with citizens
- Share updates
- Thought Leader
- Powerful search engine to search for services
- Find employees or employers

Irene Spanos
500+ connections
Director Level Executive with Experience in Automotive, Defense, Medical, IT / Tech, Industrial Manufacturing Industries
Greater Detroit Area | Government Administration

Current
Oakland County, Michigan Government, U.S. Department of Commerce, Economic Development Administration, Global Trade Center
Oakland County, Michigan Government, U.S. Department of Commerce, Economic Development Administration, Global Trade Center
Michigan - Government, Society of Manufacturing Engineers (SME), Wayne State University
3 people have recommended Irene

Education
Wayne State University

Recommendations
Advantage Oakland
Oakland County, Michigan
Oakland County

Irene's Articles & Activity
9,029 followers

Companies from 35 Countries Expanded in Oakla...
Irene Spanos contributed to
February 8, 2017

See 7 more articles

Need help finding talent? If you are an #OaklandCounty business we can help! Contact us today oakgov.com/business

#OaklandCounty businesses need help with hiring talent? We can help! Contact us today oakgov.com/business

Seeking a candidate with a background in engineering in 20 City/Town? I'll look out for our community's...
January 24, 2017

See all activity

LinkedIn: 467M Registered Members

Summary

As Director of Economic Development and Community Affairs I manage a budget of over \$5 million dollars, 6 divisions that report directly to me, and over 100 full time and part-time employees. I oversee Strategic Planning & Implementation of Talent/Workforce Development, Finance, Marketing & Communications, Community Planning, Business Development, Medical Main Street, Tech240, One Stop Shop Small Business Center and Community Affairs. All working together toward a common goal and with the support of the County Executive and the Elected Governing Body (the Board of Commissioners).

Global strategic planning and astute, integrated implementation processes have allowed us to surpass our goals year after year.

Experience

Director of Economic Development & Community Affairs
Oakland County, Michigan Government
November 2011 - Present (8 years 8 months) | Greater Detroit Area

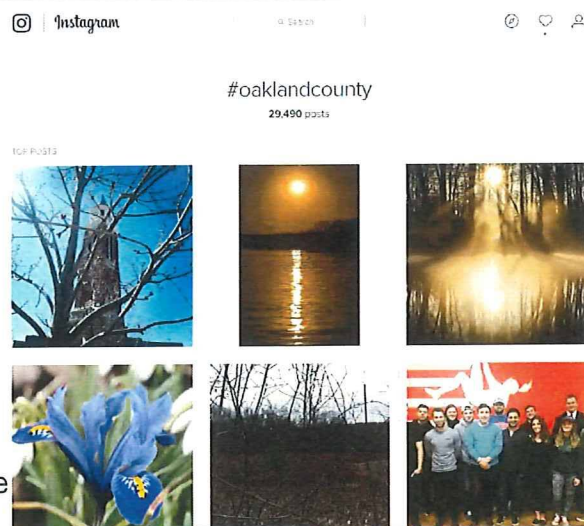
As Director of Economic Development & Community Affairs, I'm responsible for a \$5 million dollar budget, 6 divisions that report directly to me and over 100 full and part-time employees. I oversee all Economic Development strategies for Oakland County, Michigan. In this executive leadership role, I am also responsible for Corporate Strategic Planning and Implementation of:
Talent / Workforce Development,
Financial Services,
Marketing & Communications,
Community Planning and Downtown Revitalization,
Global Business Development,
Medical Main Street,
Tech240,
Small Business Center/Entrepreneurial Environment and
Community & Home Improvement.

Collaborative Leadership, Department Integration and the Implementation of new efficient and effective operating procedures/policies have contributed to our continued success and our surpassing our goals year after year.

Instagram: Photo Sharing Community

- Create profiles
- Share photos, infographics, and videos publicly and privately
- Like and comment on user photos
- Hashtag Search
- Find & Connect with Communities of similar interests

Instagram: 600M Monthly Active
300M Daily Users

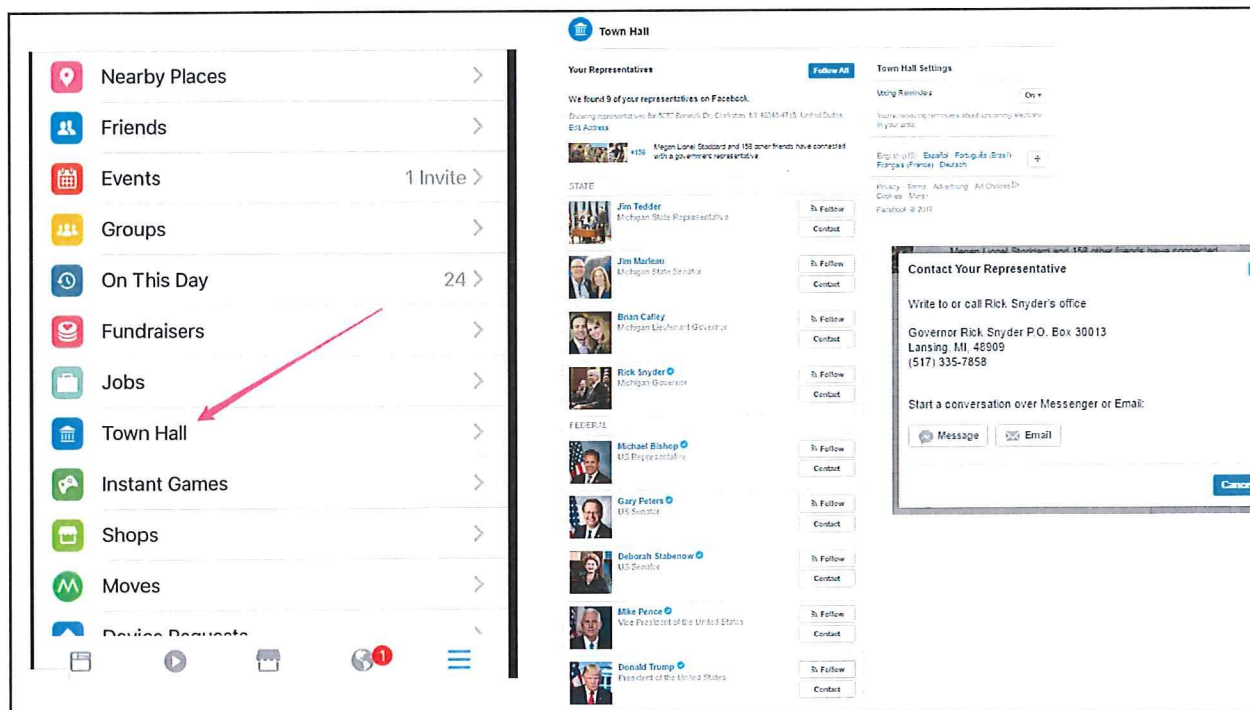


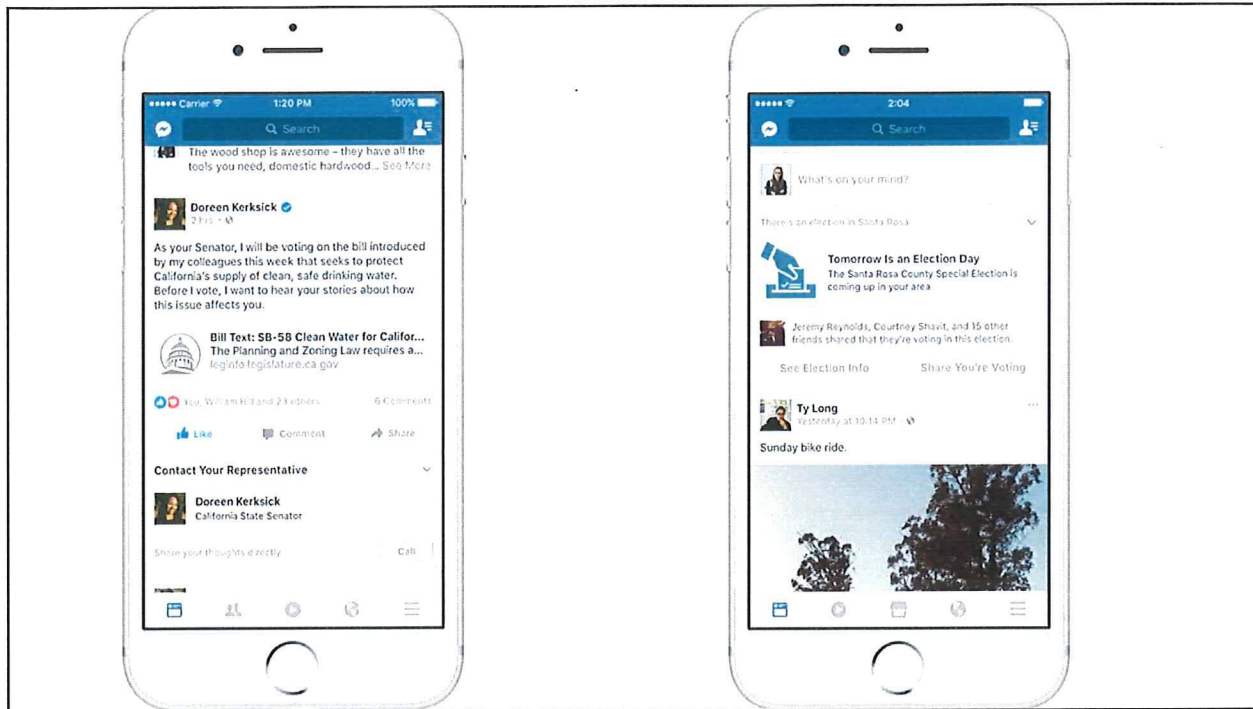
Social Media Tips


- Tell people you are on social media
- Separate Personal, Political, Elected Official
- Join the Conversation!
 - ▣ Sharing Consistently
 - ▣ Add Value
 - ▣ Respond to questions in a timely manner
 - ▣ Don't feed the Trolls
- Treat social media like a public record
 - ▣ Be mindful of Campaign Finance Law, Sunshine Law, FOIA, Records Retention, Etc.

Facebook Town Hall

- ❑ Rolled out to all users 3/27/17
- ❑ Connects users to: State & Federal Representatives
 - ❑ Direct Links to Call, Email, Direct Message, and visit Facebook Page
- ❑ Local Election Reminders
- ❑ Future roll outs to include Local & County Officials







Next Steps

Board of Commissioners

Next Steps

- Questionnaire & Official BOC Accounts - yet to be determined
- How to leverage current channels and request social media promotion now
 - Campaigns
 - Send Press Releases and photos to us to post on county accounts
 - Invite us to cover events – Youth in Government Day
- Advanced Social Media Training
 - For Official BOC Accounts
 - Platform Specific Support
 - Facebook Town Hall

Oakland County Social Media

Questions?



Oakland County Social Media Strategy

Kaitlin Keeler, Digital Editorial Manager

Kristen Mahoney, Social Media Specialist

